



R. L. (BOB) FIORI
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November 13, 1997

To: All Region Operations Units

Subject: Defense Commissary Agency (DeCA- Chain ID #1142-00-00) Carton Shelf Planograms

Attached, find new shelf display planograms for all DeCA stores in the United States. These planograms were developed by AAFES Headquarters, as they have full responsibility for tobacco products in DeCA stores. For the first time, share of space for full price and savings brands for each company has been calculated for each commissary. The attached document is signed by Mr. Gary Duell, Manager - Marketing Business Unit for DeCA, and has been sent to all DeCA stores for implementation. As information, RJR discontinued its military shelf plan payments at the end of 1996.

The attached document and this letter should be forwarded to all RJR personnel with DeCA store responsibility. Upon receipt of this information, RJR personnel should ensure that RJR has its share of space according to the planograms in the commissaries that are their responsibility.

Any deviation from the planograms, such as a competitive company taking space from RJR, should be reported to my attention in detail. Same will be communicated to AAFES and DeCA headquarters for correction.

It should be understood that these planograms are for DeCA Commissaries and not AAFES Exchanges. AAFES planograms for their stores will be forthcoming in the future. Likewise, any use of these planograms in AAFES Exchanges should be reported in detail to my attention for correction at their headquarters.

Thanking you all in advance for your cooperation and follow through.

Sincerely,

Ralph

Ralph C. Gaillard

Attachments

cc/attachments: J. V. Maguire
Area Vice Presidents

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1224	_____
1224	_____	1225	_____
1225	3	1226	23
1226	_____	1227	_____
1229	_____	1228	_____
1240	_____	1229	_____
1244	_____	1230	_____

FROM

PC MC SO PA

RSM RBM

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